

ADITYA BIRLA CAPITAL DIGITAL UPI APPLICATION



No. of UPI Registrations Gained	200+
No. of application downloads	1000+
No. of P2M & M2M transactions	200+
No. of Student Influencers Appointed	20+
Campaign Impressions	10000+

Aditya Birla Capital Digital launched the "GENZDealZ.ai" campaign, a focused initiative to introduce its new All-in-One Super UPI Application to the student demographic. The campaign was executed in a completely offline mode, leveraging a network of student influencers strategically placed across various PAN India campuses.

The student influencers highlighted the following ultimate benefits of the All-in-One Super UPI Application, tailored to resonate with the needs and aspirations of Gen Z:

- Free Digital Health Check-up
- International UPI Payments
- Investment Options